

ORDER



KSNC

Orders	Order / Rev:	107645	
	Alt Order #:	06862042	
	Product Desc:	Horsford/DCCC	
	Estimate:	2011	
	Flight Dates:	10/12/12 - 10/18/12	
	Original Date / Rev:	10/09/12 / 10/09/12	
	Order Type:	GENERAL	
Agency	Name:	GMMB, Inc./ Washington D.C.	
	Buying Contact:		
	Billing Contact:		
	Washington Harbor		
	Washington, DC 20007		
	Billing Type:	Cash	
	Billing Calendar:	Broadcast	
	Billing Cycle:	EOM/EOC	
	Agency Commission:	15%	
Advertiser	Name:	DCCC/ Horsford	
	Demographic:	A35+	
	Product Codes:	PLC02	
	Priority:	SELECT PRIORITY CODE	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	
	New Business Thru:		
	Order Separation:	00:05:00	
	Advertiser External ID:		
	Agency External ID:		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/18/12	28	\$37,925.00	\$32,236.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	28	\$37,925.00	\$32,236.25	0.00
	28	\$37,925.00	\$32,236.25	0.00

Account Executives

Account Executives				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

KSNV	21%	\$37,925.00
Market	100%	\$180,595.24

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	23%	\$41,536.90
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$37,925.00
KTUD	0%	\$0.00
KVVU	24%	\$43,342.86
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	11%	\$19,865.48

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E	1	KSNV	10/12/12	10/18/12	M-F 5-6a WakeUp w/Wagner	5-6a	MTWTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
M-F 5-6a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS															
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week: 10/12/12		10/18/12		MTWTF--		2		\$450.00	0.00						

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/12/12	10/18/12	M-F 5-6a WakeUp w/Wagners		5-6a	MTWTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/12	10/18/12	MTWTF--		2				\$450.00		0.00			
E 2	KSNV	10/14/12	10/18/12	Wake Up Early w/ Wagner	CM	430a-5a	MTWTF-S	:30	2	\$200.00	1	0.00	NM	2	\$400.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/14/12	10/20/12	MTWTF-S		2				\$200.00		0.00			
E 3	KSNV	10/12/12	10/18/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/12	10/18/12	MTWTF--		2				\$700.00		0.00			
E 4	KSNV	10/12/12	10/18/12	Today Show	CM	658a-9am	MTWTF--	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/12	10/18/12	MTWTF--		3				\$900.00		0.00			
E 5	KSNV	10/13/12	10/13/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$625.00		0.00			
E 6	KSNV	10/14/12	10/14/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$3,000.00		0.00			
E 7	KSNV	10/12/12	10/18/12	Dr. Phil	CM	3-4p	MTWTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/12	10/18/12	MTWTF--		2				\$450.00		0.00			
E 8	KSNV	10/12/12	10/18/12	M-F Early News	CM	5-630p	MTWTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/12	10/18/12	MTWTF--		3				\$1,200.00		0.00			
E 9	KSNV	10/12/12	10/18/12	M-F Jeopardy	CM	630-7pm	M-WTF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/12	10/18/12	M-WTF--		2				\$1,300.00		0.00			
E 10	KSNV	10/12/12	10/18/12	M-F Wheel	CM	7-730pm	M-WTF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/12	10/18/12	M-WTF--		2				\$1,300.00		0.00			
E 11	KSNV	10/12/12	10/18/12	Face to Face/Ralston Report	CM	730-758pm	M-WTF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
FACE TO FACE W/ JON RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/12	10/18/12	M-WTF--		2				\$900.00		0.00			
E 12	KSNV	10/15/12	10/15/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
Monday Prime 8-10pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$4,000.00		0.00			
E 14	KSNV	10/14/12	10/14/12		CM	1P-9PM	-----S	:30	1	\$10,000.00	1	0.00	NM	1	\$10,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$10,000.00		0.00			

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